

C7715-3
SEPTEMBER
1989

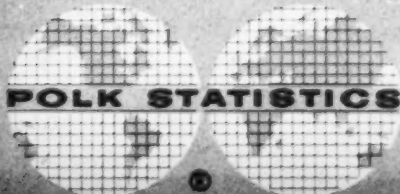
pocket summary *of registrations*

*new
cars*

*new
trucks*

COURTESY OF

R·L·POLK & CO.



NEW PASSENGER CAR REGISTRATIONS - MONTH

MODEL	SEPTEMBER		N '89 VS '88	N '90	
	1989	1988		1989	1988
CHRYSLER	16316	21122	77.23	1.71	2.26
LeBaron	8431	10434	81.38	.90	1.11
New Yorker/Salon	6512	8216	79.26	.68	.88
5th Ave	658	1677	41.72	.07	.18
Imperial	-	-	-	-	-
DODGE	42186	42844	98.46	4.40	4.57
Daytona	5416	5922	91.79	.57	.63
Shadow	3089	8005	113.61	.94	.86
Spirit	5557	-	-	.59	-
Dynasty	8637	6315	136.77	.90	.67
Aries	3045	8910	44.07	.32	.74
PLYMOUTH	37819	29944	112.94	3.94	3.19
Horizon	8577	7474	86.26	.69	.80
Sundance	10976	8094	135.61	1.15	.86
Accum	8416	-	-	.88	-
Reliant	3063	8107	37.78	.32	.66
Laser	1879	-	-	.20	-
Buick	7637	6460	118.22	.80	.69
Premier	4561	3946	115.59	.48	.42
Talon	927	-	-	.10	-
CHRYSLER PT CR	99958	100348	99.61	10.45	10.70
FORD	14463	13753	104.23	15.12	14.69
Escort	13801	13652	85.24	3.53	4.23
Probe	12352	9488	130.19	1.29	1.01
Mustang	12857	12315	104.21	1.35	1.31
Tempo	21122	24930	84.73	2.27	2.66
Taurus	29837	25556	116.30	3.12	2.74
Crown Victoria	12889	8637	148.27	1.35	.93
Thunderbird	14213	10339	137.47	1.49	1.10
LINCOLN	16506	18711	88.22	1.73	2.00
MERCURY	48401	42906	112.81	5.06	4.57
Topaz	7678	7818	98.21	.80	.83
Sable	10110	9301	108.70	1.06	.99
Cougar	11857	9726	121.91	1.24	1.04
Grand Marquis	12953	10313	125.60	1.35	1.10
LINC/MERC DIV	65503	62798	104.31	6.85	6.70
FORD MOTOR CO	210176	200557	104.80	21.97	21.39
BUICK	53765	54506	98.68	5.62	5.81
Skyhawk	1456	1791	81.30	.15	.19
Somerset/Skylark	3833	5146	74.49	.40	.55
Century	13500	13713	98.45	1.41	1.46
Regal	7456	12441	59.93	.78	1.33
Lesabre	16659	10660	156.28	1.75	1.14
Riviera	1576	568	278.45	.16	.06
Realta	675	402	167.91	.07	.04
CADILLAC	26373	22527	117.07	2.76	2.40
Allante	268	271	98.89	.03	.03
Eldorado	2712	3062	88.57	.28	.33
Seville	1244	1710	72.75	.13	.18
CHEVROLET	117482	115797	101.46	12.30	12.34
Prizm	8411	-	-	.88	-
Celebrity	6939	20931	33.31	.73	2.22
Lumina	12804	-	-	1.34	-
Corrice	12948	12741	101.62	1.35	1.36
Beretta	12711	13307	95.52	1.33	1.42
Cavalier	26800	24901	107.63	2.82	2.65
Camaro	7219	7449	96.91	.75	.79
Corvette	3008	1718	175.73	.31	.18
OLDSMOBILE	67286	65346	102.97	7.03	6.97
Catala	10319	9282	111.17	1.08	.99
Cutless Ciera	25187	24412	103.17	2.63	2.61
Cutless	10743	12476	86.11	1.12	1.33
Toronado	1068	1170	91.28	.11	.12
PONTIAC	65179	62042	105.06	6.81	6.62
Sunbird	9741	6774	143.80	1.02	.72
Grand AM	20978	16286	128.81	2.18	1.74
6000	6686	7851	85.16	.70	.84
Bonneville	8786	7112	123.54	.92	.76
Firebird	4119	4513	91.27	.43	.48
Grand Prix	10096	10840	93.14	1.06	1.16
GENERAL MOTR CORP	330126	320240	103.09	34.52	34.14
Misc Domestic	19	49	38.78	-	.01
Other Import	316207	316637	99.87	33.06	33.76
U S TOTAL	556486	577626	101.99	-	-

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NEW PASSENGER CAR REGISTRATIONS - YEAR TO DATE

MAKE	YEAR TO DATE		N. 89 VS. 88	N. 190 VS. 1989		YEAR END 1989
	1989	1988		1989	1988	
CADILLAC	162106	224870	72.09	2.11	2.81	263848
LeBaron	74074	115294	64.25	.36	1.44	140010
New Yorker/Salon	70920	68060	104.20	.92	.85	94741
5th Ave	11141	33759	33.00	.15	.42	36648
Imperial	-	-	-	-	-	-
DODGE	359422	377783	95.14	4.57	4.72	496416
Dartona	56522	51979	97.49	.74	.72	70472
Shadow	64157	68044	94.29	.84	.85	89259
Spirit	50096	-	-	.65	-	2438
Dynasty	88031	50461	174.48	1.33	.63	76834
Arise	31160	76573	40.69	.41	.96	101368
PLYMOUTH	235611	259804	90.69	3.07	3.24	333224
Horizon	31113	46883	70.63	.43	.59	59777
Sundance	67927	64879	104.70	.89	.81	87320
Acclaim	61561	-	-	.80	-	2273
Reliant	35783	87721	35.09	.40	1.09	110524
Laser	13191	-	-	.17	-	-
EAGLE	56557	44442	127.28	.74	.55	62030
Premier	35287	26753	131.90	.46	.33	37534
Talon	1304	-	-	.02	-	-
CADILLAC WTR CORP	817706	905899	89.72	10.59	11.32	1175518
FORD	120571	1255666	100.32	15.16	15.05	1571815
Escort	272349	291620	93.39	3.55	3.64	364992
Probe	108038	37140	286.27	1.41	.47	68129
Mustang	137075	133604	102.60	1.18	1.67	169567
Tempo	160927	212224	85.25	2.36	2.65	278714
Taurus	273743	294371	92.99	3.56	3.67	376971
Crown Victoria	87715	87128	100.67	1.14	1.09	113349
Thunderbird	95399	97628	97.72	1.24	1.22	118516
LINCOLN	147644	139441	105.88	1.92	1.74	190506
MERCURY	376453	378159	100.08	4.90	4.69	481396
Topaz	69094	63103	109.49	.90	.79	85945
Sable	90194	92978	97.01	1.17	1.16	118140
Cougar	80172	86894	92.49	1.05	1.08	102440
Grand Marquis	89618	87325	102.63	1.17	1.09	115160
LINC/MERC DIV	553738	524015	101.86	6.95	6.54	684187
FORD MOTOR CO	1743309	1729683	100.79	22.70	21.59	2262002
BUICK	430293	434524	99.03	5.60	5.42	578652
Skyhawk	15549	20590	75.52	.20	.26	26080
Somerset/Skyline	49337	46682	105.69	.64	.58	58037
Century	103773	92235	112.51	1.35	1.15	130383
Regal	84743	93202	91.47	.84	1.15	123211
LeSabre	111397	102519	108.66	1.45	1.28	133637
Wildcat	15069	8956	216.63	.20	.09	11289
Beatta	5925	2307	256.83	.08	.03	3893
CADILLAC	203881	190630	106.95	2.65	2.38	259772
Allante	2276	2609	87.24	.03	.03	3191
Eldorado	24299	22703	107.03	.32	.29	30766
Seville	18035	16276	110.81	.23	.20	22184
CHEVROLET	1068207	1160198	92.07	13.92	14.49	1469632
Prizm	42028	-	-	.55	-	496
Celebrity	131365	193760	67.80	1.71	2.42	252447
Lumina	51381	-	-	.67	-	-
Corsica	158479	160711	98.61	2.06	2.01	194709
Beretta	123160	146455	84.09	1.60	1.83	180181
Cavalier	231797	235610	98.38	3.04	2.93	306969
Camaro	83929	74123	113.23	1.09	.93	99072
Corvette	17261	18172	94.99	.22	.23	22928
OLDSMOBILE	487466	540079	90.26	6.35	6.74	708449
Catala	75480	80280	94.02	.98	1.00	104843
Cutless Clera	159903	181673	88.02	2.09	2.27	235522
Cutless	78155	77555	100.77	1.02	.97	112127
Tornado	6383	12310	51.85	.08	.15	15054
PONTIAC	554567	573074	96.77	7.22	7.15	759594
Sunbird	76310	61192	124.71	.99	.76	80290
Grand AM	183412	171031	95.55	2.14	2.14	226053
8000	56360	74104	76.06	.73	.92	96750
Bonneville	70808	83000	85.31	.92	1.04	107055
Firebird	47805	45249	105.65	.62	.56	57421
Grand Prix	90960	87553	134.65	1.18	.84	97733
GENERAL WTR CORP	2744599	2898697	94.68	35.74	36.18	3776348
Misc Domestic	116	111	104.50	-	-	156
Other Import	2378589	2476512	96.05	30.97	30.91	3265367
U.S. TOTAL	7680319	8011902	95.86	-	-	10476931

UNITED STATES SUMMARY

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NEW TRUCK REGISTRATIONS

MAKES	SEPT	N. INC.	YEAR TO DATE		N. INC. VS '88	N. INC.	
	1989		1989	1988		1989	1988
Chevrolet	142040	26.79	1029281	1001198	102.80	26.30	24.30
Chrysler	675	14	675	-	-	.02	-
Dodge	44902	9.10	421068	441643	95.34	10.76	11.16
Ford	137612	27.90	1134530	1152478	98.44	29.01	29.09
Freightliner	2161	.44	19928	17467	114.09	.51	.44
G.M.C.	38951	7.90	286496	292855	97.83	7.22	7.40
Hino	215	.04	1670	1544	108.16	.04	.04
Isuzu	10501	2.13	76499	65629	116.56	1.95	1.66
Iveco	239	.05	1663	1746	95.25	.04	.04
Jeep	21653	4.84	193117	162895	105.59	4.94	4.62
John Deere	528	.11	5386	5011	107.48	.14	.13
Kenworth	1750	.35	14814	12227	121.16	.38	.31
Mack/Midliner	2064	.42	20136	18839	106.88	.51	.48
Mercedes Benz	180	.04	1609	2311	69.62	.04	.06
Mitsubishi Fuso	299	.06	2542	1946	130.63	.06	.05
Navistar	7074	1.45	60127	62421	96.32	1.54	1.58
Oldsmobile	1	-	1	-	-	-	-
Peterbilt	1521	.31	13947	12163	114.67	.36	.31
Plymouth	14313	2.90	143397	148648	96.47	3.66	3.76
Pontiac	9	-	9	-	-	-	-
Scania	11	-	96	122	78.69	-	-
UD	164	.03	1454	1034	140.62	.04	.03
Volvo	174	.04	940	1279	73.49	.02	.03
Western Star	127	.03	1152	1090	105.69	.03	.03
WHITEGMC	1450	.29	12914	8010	161.22	.33	.20
Other Imports	62104	12.59	466827	520764	89.64	11.93	13.16
Miscellaneous Domestic	333	.07	2733	4713	58.26	.07	.12
U.S. Total	493309	-	3913071	3958033	98.86	-	-

TRUCKS BY WEIGHT GROUPS-YEAR TO DATE

MAKES	GVW 1 G-6	GVW 2 6-10	GVW 3 10-14	GVW 4 14-16	GVW 5 16-19.5	GVW 6 19.5-28	GVW 7 28-33	GVW 8 33 & OVER
Chevrolet	588099	408701	19291	1652	115	5244	5908	271
Chrysler	675	-	-	-	-	-	-	-
Dodge	317730	103338	-	-	-	-	-	-
Ford	550414	522445	-	18340	-	7205	24771	11355
Freightliner	-	-	-	-	-	-	-	19928
G.M.C.	138081	129056	1791	929	2969	4385	8708	567
Hino	-	-	150	-	342	374	804	-
Isuzu	70921	-	3996	452	168	472	490	-
Iveco	-	4	974	394	198	93	-	-
Jeep	192410	707	-	-	-	-	-	-
John Deere	-	7	344	4088	947	-	-	-
Kenworth	-	-	-	-	-	-	346	14488
Mack/Midliner	-	-	-	-	-	2207	2397	15532
Mercedes Benz	-	-	-	-	-	668	941	-
Mitsubishi Fuso	-	-	1325	-	497	536	184	-
Navistar	-	-	-	79	109	6979	27498	25462
Oldsmobile	1	-	-	-	-	-	-	-
Peterbilt	-	-	-	-	-	-	614	13333
Plymouth	143397	-	-	-	-	-	-	-
Pontiac	9	-	-	-	-	-	-	-
Scania	-	-	-	-	-	-	-	96
UD	-	-	364	-	506	232	352	-
Volvo	-	-	-	-	-	-	744	198
Western Star	-	-	-	-	-	-	-	1152
WHITEGMC	-	-	-	-	-	-	-	12914
Other Imports	455365	1462	-	-	-	-	-	-
Miscellaneous Domestic	385	675	-	-	-	-	2	1731
Total	2467487	166405	28235	25934	5851	28395	73759	117005
1988 Total	2550525	1033106	28702	12271	6912	44809	67819	106618
1989 vs '88	-88,25	106,71	96,33	34,58	84,65	63,37	108,76	109,54

NEW IMPORTED CARS LEADING MAKES

MAKES	YEAR TO DATE 1989		YEAR TO DATE 1988	
	UNITS	% OF INDUSTRY	UNITS	% OF INDUSTRY
DOMESTIC SPONSORED IMPORTS				
Chevrolet Sprint/Metro	39219	.51	38066	.48
Chevrolet Spectrum/Storm	50859	.66	51158	.71
Chrysler Conquest	4946	.06	7755	.10
Dodge Colt Di/Sw	23542	.31	33590	.43
Dodge Colt Vista Sw	5528	.07	7865	.10
Eagle Modelillon	4251	.05	10921	.14
Eagle Summit	15709	.20	885	.01
Ford Festiva	54325	.71	51353	.66
GM Lotus	185	—	192	—
L-M X84	7545	.09	4102	.05
L-M Scorprio	5695	.07	4313	.05
Mercury Capri	—	—	—	—
Mercury Tracer	47175	.61	44014	.56
Plymouth Colt Di/Sw	21649	.28	23344	.31
Plymouth Colt Vista Sw	5097	.07	7222	.09
Pontiac Lemans	42628	.56	44757	.56
T/C by Masera	1022	.01	—	—
Others	—	—	—	—
Total Domestic Sponsored Imports	325816	4.24	341147	4.26
OTHER IMPORTS				
Acura	109314	1.45	88542	1.12
Audi	14688	.19	19728	.24
BMW	50929	.66	55859	.70
Honda	498457	6.49	498538	6.22
Hyundai	147750	1.92	207606	2.59
Infiniti	—	—	—	—
Isuzu	14021	.18	20286	.25
Lexus	1857	.02	—	—
Mazda	174512	2.27	196857	2.46
Mercedes Benz	54521	.72	64550	.81
Mitsubishi	69904	.91	48038	.60
Nissan	365824	4.76	358192	4.47
Saab	27035	.35	31158	.39
Subaru	110828	1.44	116679	1.46
Toyota	507615	6.61	480359	6.00
Volkswagen	86917	1.12	132524	1.65
Volvo	77743	1.01	72822	.91
Others	55655	.72	77096	.96
Total Other Imports	2378589	30.97	2476512	30.91
GRAND TOTAL ALL IMPORT CARS	2704405	35.21	2817653	35.17
NEW IMPORTED LIGHT TRUCKS LEADING MAKES (8-10,000 LBS)				
DOMESTIC SPONSORED IMPORTS				
Dodge Ram 50	23357	.60	43839	1.11
Dodge Raider	6636	.17	5450	.14
Chevrolet Geo Tracker	6590	.17	—	—
OTHER IMPORTS				
Isuzu	76921	1.81	60901	1.54
Mazda	90062	2.30	74817	1.89
Mitsubishi	30454	.78	39533	1.00
Nissan	115152	2.94	128758	3.25
Subaru	21815	.56	54011	1.36
Toyota	202170	5.17	218114	5.46
Volkswagen	3772	.10	5021	.13
Others	3406	.09	2510	.06
Total Other Import Trucks	537752	13.74	581665	14.70
GRAND TOTAL ALL IMPORT TRUCKS	574335	14.68	630954	15.94
UNITED STATES SUMMARY				

*COMPILED FROM OFFICIAL STATE RECORDS BY R. L. POLK & COMPANY. SUPPLIED TO SUBSCRIBERS FOR INTERNAL USE. RE-SALE, REPUBLISHING OR SHARING PROHIBITED.

NEW VEHICLE REGISTRATIONS-UNITED STATES-CALENDAR YEAR TOTALS

YEAR	CARS	TRUCKS
1984	10128729	4048998
1985	10888608	4675192
1986	11139042	4801021
1987	10165890	4963888
1988	10477863	5209267

R. L. POLK & CO.

SEPTEMBER 1989 ISSUED 11/89
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OCTOBER
1989

pocket summary

of registrations

*new
cars*

*new
trucks*

COURTESY OF

R·L·POLK & CO.

POLK STATISTICS

NEW PASSENGER CAR REGISTRATIONS - MONTH

MODELS	OCTOBER		% CH VS 98	% IND	
	1999	1998		1999	1998
CHEVROLET	15718	17600	88.71	1.97	2.20
LeBaron	7753	7656	101.79	.98	.95
New Yorker/Salon	6803	7980	85.25	.85	.98
Str. Acc	377	1523	24.75	.05	.19
Imperial	87	-	-	.01	-
DODGE	35472	38116	93.08	4.43	4.73
Daytona	4425	4537	97.53	.55	.56
Shadow	6672	6619	100.80	.83	.82
Spirit	7201	-	-	.90	-
Dynasty	7667	7569	101.40	.99	.94
Arjes	2039	7871	26.67	.26	.99
PLYMOUTH	26547	24452	108.57	3.32	3.03
Horizon	3053	4807	62.22	.36	.61
Sundance	7144	6817	103.88	.69	.85
Accolade	8516	-	-	1.01	-
Reliant	2435	8052	30.24	.30	1.00
Laser	1645	-	-	.21	-
Buick	6204	5838	106.27	.78	.72
Premier	2875	3755	76.56	.36	.46
Tecon	1510	-	-	.19	-
CHEVROLET MOTOR CORP	83942	86206	97.37	10.50	10.68
FORD	124436	122135	101.89	16.56	16.12
Escort	28448	32212	88.31	3.56	3.99
Probe	10650	9757	109.57	1.33	1.21
Mustang	10041	11360	88.59	1.26	1.41
Tempo	20473	22395	91.42	2.56	2.77
Taurus	30058	25395	118.36	3.76	3.14
Crown Victoria	7364	8374	87.94	.92	1.04
Thunderbird	11221	7285	154.01	1.40	.90
LINCOLN	15152	16124	93.97	1.90	2.00
MERCUARY	35478	35916	98.78	4.43	4.45
Topaz	6570	7201	91.24	.82	.89
Sable	8673	8549	101.45	1.08	1.06
Cougar	7640	5964	128.10	.96	.74
Grand Marquis	8331	9265	89.92	1.04	1.15
CHRYSLER/MBCC DIV	51088	53016	96.36	6.39	6.57
PODS MOTOR CO	17526	17513	100.21	21.95	21.69
BUICK	42470	49409	85.96	5.31	6.12
Skyhawk	978	1878	52.08	.12	.23
Somerset/Skyline	4170	3875	107.61	.52	.48
Century	11243	12413	90.57	1.41	1.54
Regal	5699	11197	50.90	.71	1.39
LeSabre	11973	10708	111.81	1.49	1.33
Riviera	1346	1065	126.38	.17	.13
Regatta	602	483	124.64	.08	.06
CADILLAC	24176	20707	116.75	3.02	2.56
Allante	278	226	123.01	.03	.03
Eldorado	2300	2693	85.41	.29	.33
Seville	1279	1702	75.15	.16	.21
CHEVROLET	100867	96223	104.83	12.63	11.92
Prizm	8869	-	-	1.11	-
Celebrity	5737	17731	21.06	.47	2.20
Lumina	15531	-	-	1.94	-
Corsica	11497	9960	115.43	1.44	1.23
Beretta	9112	9884	92.19	1.14	1.22
Cavalier	25200	21877	115.19	3.16	2.70
Camaro	5638	6375	88.44	.71	.79
Corvette	2228	1517	146.87	.28	.19
OLDSMOBILE	48036	56943	84.36	6.01	7.05
Catala	7798	7528	103.59	.98	.93
Cutlass Clera	16394	19395	84.53	2.05	2.40
Cutlass	8189	11518	71.10	1.02	1.43
Toronado	1053	1020	103.24	.13	.13
PONTIAC	52859	59766	88.44	6.61	7.40
Sunbird	8914	8475	137.67	1.11	.80
Grand Am	17655	16551	106.67	2.21	2.05
6000	5216	7431	70.19	.65	.92
Bonneville	6971	7751	89.94	.87	.96
Firebird	2947	3941	74.78	.37	.49
Grand Prix	8279	10425	79.41	1.04	1.29
GENERAL MOTOR CORP	268447	283068	94.83	33.58	35.05
Misc. Domestic	30	14	214.29	-	-
Other Import	271997	263060	103.25	33.97	32.50
U.S. TOTAL	739542	807499	99.01	-	-

NEW PASSENGER CAR REGISTRATIONS - YEAR TO DATE

MAKE	YEAR TO DATE		N '89 VS '88	N '90 VS '89		YEAR END 1989
	1989	1990		1989	1990	
CHRYSLER	177825	242670	73.28	2.10	2.75	263848
LeBaron	81867	122950	66.59	.96	1.39	140610
New Yorker/Sezon	77723	76040	102.21	.92	.86	94741
5th Ave	11518	35282	32.65	.14	.40	38848
Imperial	87	-	-	-	-	-
DODGE	394894	415899	94.95	4.66	4.72	496416
Daytona	60947	62516	97.49	.72	.71	70472
Shadow	70829	74663	94.66	.64	.85	89259
Spirit	51297	1	-	.68	-	2438
Dynasty	95888	58052	165.18	1.13	.66	76834
Aries	33259	84444	39.39	.39	.96	101368
PLYMOUTH	262158	284256	92.23	3.09	3.22	333224
Horizon	36166	51790	63.83	.43	.59	59777
Sundance	75077	71756	104.62	.68	.81	87320
Acclaim	70077	-	-	.63	-	2273
Reliant	33218	95773	34.68	.59	1.06	110524
Laser	14836	-	-	.17	-	-
FORD	627771	50280	124.84	.74	.57	62030
Premier	38162	33508	125.09	.45	.35	37534
Talon	2814	-	.03	-	-	-
CHRYSLER PTES CORP	897648	993105	90.39	10.59	11.26	1175518
FORD	1334009	1327803	100.43	15.73	15.06	1577815
Escort	300797	323832	92.89	3.56	3.68	384992
Probe	118688	47497	249.89	1.40	.54	68129
Mustang	147116	144964	101.48	1.73	1.64	169567
Tempo	201400	234619	85.84	2.38	2.66	278714
Taurus	303801	319766	95.01	3.58	3.63	376971
Crown Victoria	95079	95502	99.56	1.12	1.08	113349
Thunderbird	106620	104914	101.63	1.26	1.19	118516
LINCOLN	162796	155565	104.65	1.92	1.76	190506
MERCEDES	411931	412075	99.37	4.86	4.67	481396
Topaz	75664	70304	107.62	.89	.80	85945
Sable	98867	101527	97.38	1.16	1.14	118140
Cougar	88012	92858	94.78	1.04	1.05	102424
Grand Marquis	37949	96590	101.41	1.16	1.10	115160
BUICK	584826	577031	101.35	6.90	6.54	684187
FORD MOTOR CO	1918835	1904834	100.74	22.63	21.60	2262002
BUICK	472763	483933	97.69	5.56	5.49	578652
Skyhawk	16527	22468	73.56	.19	.25	26080
Somerset/S Skylark	53507	50557	105.83	.63	.57	58037
Century	115016	104648	109.91	1.36	1.19	130383
Regal	70442	104399	67.47	.83	1.18	123211
LeSabre	123370	113227	108.96	1.46	1.30	133637
Riviera	16415	8021	204.65	.19	.09	11289
Reatta	6527	2790	233.94	.08	.03	3693
CADILLAC	228057	211337	107.91	2.69	2.40	259772
Allante	2554	2835	90.09	.03	.03	3191
Eldorado	26599	25396	104.74	.31	.30	30766
Seville	19314	17978	107.43	.23	.20	22184
CHEVROLET	1169074	1256421	93.05	13.79	14.24	1469632
Prizm	50897	-	-	.60	-	466
Celebrity	135102	211491	63.88	1.59	2.40	252447
Lumina	66912	-	-	.79	-	-
Corrice	169976	170671	99.59	2.00	1.94	194709
Beretta	132272	156339	84.61	1.56	1.77	180181
Cavalier	256997	257487	99.81	3.04	2.92	306969
Camaro	89567	80498	111.27	1.06	.91	99072
Corvette	19489	19689	98.98	.23	.22	22928
OLDSMOBILE	535502	597022	89.70	6.31	6.77	708449
Celais	83278	87808	94.84	.98	1.00	104843
Cutlass Ciera	176297	201068	87.68	2.07	2.28	235522
Cutlass	86344	89073	96.94	1.02	1.01	112127
Toronado	7436	13330	55.78	.09	.15	15054
PONTIAC	607426	632840	95.98	7.16	7.18	759594
Sunbird	85224	67667	125.95	1.01	.77	82090
Grand Am	181067	187582	96.53	2.12	2.13	226053
6000	61576	81535	75.52	.73	.92	96750
Bonneville	77779	90751	85.71	.92	1.03	107055
Firebird	50752	49190	103.18	.60	.56	57421
Grand Prix	99239	77978	127.27	1.17	.88	97733
GENERAL MOTRS CORP.	3013046	3181765	94.78	35.53	36.08	3776348
Misc. Domestic	146	125	116.88	-	-	156
Other Import	2650186	2739572	96.74	31.25	31.06	3265907
U.S. TOTAL	8479861	8319401	98.15	-	-	10479931

UNITED STATES SUMMARY

NEW TRUCK REGISTRATIONS

MAKES	OCT		YEAR TO DATE		VS '88	% INC	
	1989	% INC	1989	1988		1989	1988
Chevrolet	113437	26.83	1142718	1106460	103.28	26.35	25.33
Chrysler	268	.06	943	-	-	.02	-
Dodge	44566	10.54	465634	482286	96.55	10.74	11.04
Ford	117780	27.87	1252310	1272371	98.42	28.90	29.11
Freightliner	1791	.42	21719	19547	111.11	.50	.45
G.M.C.	31385	7.42	317881	324013	98.11	7.33	7.42
Hino	157	.04	1827	1683	108.56	.04	.04
Isuzu	10598	2.51	87097	74854	116.36	2.01	1.71
Iveco	212	.05	1875	2092	89.63	.04	.05
Jeep	20420	4.83	213537	202233	105.59	4.92	4.63
John Deere	566	.13	5952	5513	107.96	.14	.13
Kenworth	1664	.39	16478	14094	116.91	.38	.32
Mac/Midliner	1869	.44	22005	20750	106.05	.51	.48
Mercedes Benz	143	.03	1752	2566	68.28	.04	.06
Mitsubishi Fuso	275	.07	2817	2211	127.41	.06	.05
Navistar	6635	1.57	60762	70571	94.60	1.54	1.62
Oldsmobile	121	.03	122	-	-	-	-
Peterbilt	1545	.37	15492	13958	111.01	.36	.32
Plymouth	1230	3.13	156627	161850	96.77	3.61	3.71
Pontiac	317	.07	326	-	-	.01	-
Scania	13	-	109	124	87.90	-	-
UD	134	.03	1588	1183	136.54	.04	.03
Volvo	93	.02	1033	1442	71.64	.02	.03
Western Star	100	.02	1252	1196	104.68	.03	.03
WHITEGMC	1347	.32	14261	9362	152.33	.33	.21
Other Imports	53812	12.73	520639	572969	90.87	12.01	13.12
Miscellaneous Domestic	352	.06	3145	5006	62.82	.07	.11
U.S. Total	422830	-	4335301	4368312	99.26	-	-

TRUCKS BY WEIGHT GROUPS-YEAR TO DATE

MAKES	GVW 1 0-6	GVW 2 6-10	GVW 3 10-14	GVW 4 14-16	GVW 5 16-19.5	GVW 6 19.5-26	GVW 7 26-33	GVW 8 33 & OVER
Chevrolet	656166	450962	21025	1848	131	5756	6529	301
Chrysler	943	-	-	-	-	-	-	-
Dodge	352604	113030	-	-	-	-	-	-
Ford	609203	575604	-	20114	-	7967	27069	12353
Freightliner	-	-	-	-	-	-	-	21719
G.M.C.	153894	142380	1989	1045	3434	4918	9609	612
Hino	-	-	177	-	376	414	860	-
Isuzu	80886	-	4437	507	192	532	541	-
Iveco	-	4	1106	430	223	112	-	-
Jeep	212806	731	-	-	-	-	-	-
John Deere	-	8	369	4532	1043	-	-	-
Kenworth	-	-	-	-	-	-	415	16063
Mac/Midliner	-	-	-	-	-	2375	2625	17005
Mercedes Benz	-	-	-	-	-	704	1048	-
Mitsubishi Fuso	-	-	1450	-	560	603	204	-
Navistar	-	-	-	-	-	7211	31349	27998
Oldsmobile	122	-	-	83	121	-	-	-
Peterbilt	-	-	-	-	-	-	661	14831
Plymouth	156627	-	-	-	-	-	-	-
Pontiac	326	-	-	-	-	-	-	-
Scania	-	-	-	-	-	-	-	109
UD	-	-	424	-	547	243	374	-
Volvo	-	-	-	-	-	-	829	205
Western Star	-	-	-	-	-	-	-	1252
WHITEGMC	-	-	-	-	-	-	-	14261
Other Imports	519225	1614	-	-	-	-	-	-
Miscellaneous Domestic	519	744	-	-	-	-	2	1889
Total	2743123	1285077	30977	28559	6627	30835	82114	28588
1988 Total	2855107	1206619	31670	21855	7648	50519	74888	12011
1989 vs '88	96.08	106.50	97.81	130.67	86.67	61.04	109.63	107.15

REGISTRATIONS FOR THE STATE OF OKLAHOMA ARE TEMPORARILY DELAYED.

NEW IMPORTED CARS LEADING MAKES

MAKES	YEAR TO DATE 1989		YEAR TO DATE 1988	
	UNITS	% OF INDUSTRY	UNITS	% OF INDUSTRY
DOMESTIC SPONSORED IMPORTS				
Chevrolet Sprint/Metro	4,310	.51	4,191	.48
Chevrolet Spectrum/Storm	5,489	.65	6,101	.69
Chrysler Conquest	5,278	.66	8,396	.10
Dodge Colt DL/SW	2,551	.31	3,670	.42
Dodge Colt Vista SW	6,104	.73	8,657	.10
Eagle Medallion	4,368	.53	1,224	.14
Eagle Summit	1,741	.21	1,530	.02
Ford Festiva	6,558	.77	5,679	.64
GM Lotus	224	—	212	—
L-M 200	4,208	.51	4,690	.55
L-M Scorpio	5,891	.71	4,701	.55
Mercury Capri	—	—	—	—
Mercury Tracer	5,149	.61	4,791	.54
Plymouth Colt DL/SW	2,479	.29	3,252	.37
Plymouth Colt Vista SW	5,659	.67	7,980	.09
Pontiac LeMans	4,519	.53	4,974	.56
T/C by Mercedes	1,349	.16	—	—
Others	—	—	—	—
Total Domestic Sponsored Imports	35,714	4.21	37,499	4.25
OTHER IMPORTS				
Acura	12,182	1.44	10,819	1.23
Audi	1,656	.20	2,107	.24
BMW	5,589	.66	6,175	.70
Honda	5,565	.66	5,550	.63
Hyundai	1,386	.16	2,252	.25
Infiniti	3	—	—	—
Isuzu	1,499	.18	2,248	.25
Lexus	4,552	.55	—	—
Mazda	19,244	2.27	21,604	2.46
Mercedes-Benz	8,137	.97	7,071	.80
Mitsubishi	8,002	.95	5,364	.61
Nissan	40,779	4.81	39,756	4.51
Saab	2,934	.35	3,422	.39
Subaru	12,129	1.43	13,119	1.49
Toyota	5,680	.68	52,937	6.01
Volkswagen	10,743	1.27	14,892	1.69
Volvo	8,577	1.01	8,013	.92
Others	8,282	.98	8,670	.98
Total Other Imports	265,086	31.25	273,972	31.06
GRAND TOTAL ALL IMPORT CARS	300,726	35.46	311,452	35.31

NEW IMPORTED LIGHT TRUCKS LEADING MAKES (6-15,000 LBS)

DOMESTIC SPONSORED IMPORTS				
Dodge RAM 50	2,830	.60	4,736	1.08
Dodge RAM 150	7,882	.18	8,208	.14
Chevrolet GEO TRUCKER	6,962	.16	—	—
OTHER IMPORTS				
Isuzu	8,088	1.87	6,958	1.59
Mazda	9,959	2.30	8,213	1.88
Mitsubishi	3,364	.78	4,337	.99
Nissan	12,564	2.90	14,206	3.25
Suzuki	2,433	.56	5,723	1.31
Toyota	22,946	5.29	23,938	5.49
Volkswagen	4,145	.93	5,397	1.22
Others	3,740	.85	2,812	.63
Total Other Import Trucks	60,151	13.87	64,252	14.71
GRAND TOTAL ALL IMPORT TRUCKS	64,245	14.82	69,210	15.94

UNITED STATES SUPPLY

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NEW VEHICLE REGISTRATIONS-UNITED STATES-CALENDAR YEAR TOTALS

YEAR	CARS	TRUCKS
1984	10,128,729	4,048,998
1985	10,886,608	4,675,192
1986	11,139,842	4,801,021
1987	10,165,660	4,963,888
1988	10,477,863	5,209,267

OCTOBER 1989 ISSUED 12/89

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